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Improving student satisfaction and learning outcomes with service quality of online courses: evidence from Thai and Indonesian higher education institutions

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Purpose

The purpose of this article is to compare Thai students with Indonesian students in regard to the impact of four service quality dimensions on student satisfaction and the learning outcomes of online courses.

Design/methodology/approach

Samples were 352 Indonesian and 380 Thai students who were in bachelor's degree programmes and experienced online course services.

Findings

For Thai samples, however, the strongest dimension of service quality affecting student satisfaction is reliability, followed by responsiveness and competence, accordingly. For Indonesian samples, the strongest effect service quality dimension affecting student satisfaction is empathy, followed by responsiveness, competence and reliability.

Research limitations/implications

First, the sample consisted of online course students from two countries, Thailand and Indonesia. The findings may not be generalized to other countries where teaching and learning cultures are largely different. Second, four service quality dimensions were examined for their influence on student satisfaction, which consequently affects learning outcomes.



Practical implications

Firstly, instructors should strictly follow what they promise to their students. Secondly, a communication network should be developed to minimize possible misunderstandings. Thirdly, faculty administrations should provide training programmes for online instructors to enhance their competence. Lastly, online instructors need appropriate support mechanisms for technical issues and mishaps that students may face in technology-enhanced learning environments.

Originality/value

This study performs an original survey conducted in Thailand and Indonesia and reports the results based on the data analysis and the interpretation of research findings.

Keywords: [Service quality](#), [Online courses](#), [Student satisfaction](#), [Learning outcome](#)

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